

URL: <https://stvp.stanford.edu/clips/brand-values-and-consumer-choice>

Lisa Dyson, founder and CEO of Air Protein, explains how her company reaches consumers not only by creating a great-tasting product, but also by building a brand that stands for something. Consumers increasingly want to buy from brands with values, she observes.



Transcript

- One of the reasons why we're working on 00:00:04,620 what we're working on is because we don't want there to be a compromise, we want, you know, I'll make choices based on the environment, but the person, you know, my husband loves meat, so he is my measure, you know, he has to like it in order for us to actually, we believe, be successful, for people like him to like it.. And so taste is number one.. And then secondly, it's about building a brand, building a brand that stands for something.. You know, more and more consumers today want to buy from companies that stand for something, and they may not know the details, you're right, but that's what we're gonna do, is build a brand, and talk directly to consumers about what they're supporting as they support this brand...